



MUSIC MOTIONS

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CORPORATE OFFICES:

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January 17, 1986

Mr. Jeffrey Kent Ayeroff
WARNER BROTHERS RECORDS
3300 Warner Blvd.
Burbank, California 91510

Dear Jeff:

Enclosed is a quote from a WEA representative in Atlanta in reference to the MUSIC MOTIONS theatrical distribution of "Take On Me" last year. In your analysis of theatrical promotion, you should be aware that there is a stronger impact when cross-promotions are used in conjunction to the theater. Please review the enclosed MUSIC MOTIONS press kit for further details about the cross-promotional opportunities our program offers.

As we discussed, MUSIC MOTIONS may be unable to release "Train of Thought" to theaters due to lack of sponsorship. However, it may be in the best interest of Warner Brothers to pay for the cost of prints until we secure a sponsor so that we may distribute the piece theatrically. In this instance, I would like to suggest having research done for the test and splitting the cost so that we may share the accurate results of such an "experiment".

MUSIC MOTIONS will be in L.A. the week of Feb. 21. I would like to set up a meeting and perhaps screen some of our "Music Zaps" (music videos on film) for you. I look forward to hearing from you soon.

Yours truly, /

[Redacted Signature]
Tom Hayes
President

Enclosures

TPH/ml